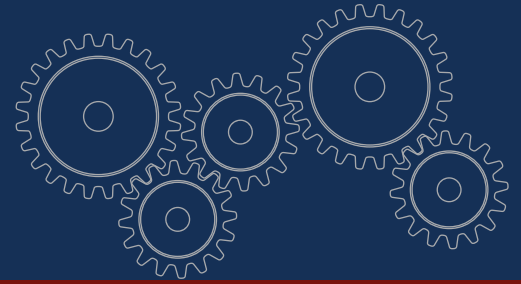




MANHEIM CONSULTING

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Accelerate Your Business

Case Studies

FLEET CUSTOMER MAKING BETTER DECISIONS AS BOTH BUYER AND SELLER AFTER STUDY REVEALS VALUE OF VEHICLE OPTIONS

THE CHALLENGE

A major fleet customer came to Manheim Consulting with a seemingly simple question: How did its vehicles' color and option packages impact their value in the wholesale market?

THE RECOMMENDATION

Manheim Consulting carefully conducted an **in-depth study of the company's vehicle portfolio** to determine which were most attractive in the wholesale market, cross-referencing vehicle color with three options that were commonly added to cars in the company's fleet: aluminum wheels, navigation systems, and satellite radio. **The results, in many cases, were counterintuitive.** For example, in every instance (regardless of vehicle color), cars with navigation systems earned *less* in the wholesale market than did the average vehicle. Similarly, with the lone exception of one particular color of car (light blue), vehicles with satellite radios earned *less* in the wholesale market than did the norm. The only option that consistently achieved positive results was aluminum wheels, which in every instance produced double-digit increases in vehicle values. Manheim Consulting's recommendations helped the client in two important ways: making **better vehicle purchasing decisions** and setting **more accurate floor prices** in the wholesale marketplace.

THE RESULT

As a result of implementing the buying and selling recommendations made by Manheim Consulting, the company is now making **more informed decisions** when it purchases vehicles for its fleet and has **greatly increased its profit per vehicle** in the auction lanes.

